

The Verbal Configuration In Cell Ads Language (A Critical Discourse Analysis)

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Abstract

The study is about the phenomena of The verbal configuration in Cell ads language at describing the forms and meanings behind and the social factor caused. The object of the study is all cell ads in Makassar that have been introduced in media whether visual or non-visual. The study is descriptive in introducing Bourdieu's social theory towards Nourman Fairclough's CDA approach which declares the new perspective from both sides.

Keywords: CDA, Verbal Configuration, cell ads

1. Introduction

Crystal (1992) defined language as the systematic, conventional use of sounds, signs or written symbols in a human society for communication and self-expression. Language has a great impact towards people and their behavior. This is mainly true in the fields of marketing and advertising. In advertising, language as a tool of communication is used to deliver specific messages with the intention of influencing, convincing, and informing people. These specific messages mostly aim to persuade people to buy a certain products or services.

Various types of mobile services by the service providers have been present in any part of Indonesia. Indeed media campaign to convince mobile phones users has become somewhat a race in the process of delivering something that is done through the media to the practicality of life. With such networking opportunities, corporate service providers offer a variety of advantages in searching for their customers. However, the language used in advertisements in the electronic media often do not conform with the rules of good and correct language.

With language, discourse producers can create the image to the audience as the figure most good, true, or the most powerful. With these interaction discourse Fairclough (1995) classifying a provide levels of analyze meaning as three dimensions

model that could covering written text as microstructure (production process) that can describe a text representation. Secondly, mesostructure (process interpretation) focused on two aspects of text production and text consumption. And a macrostructure (process discourse) that the phenomena in which the text is made. All is aims to explore the relationship among between form, meaning and ideology that has a content to dominate the mechanism of language and power. In this situation, language has a counter-image potentially works actively to be labeling as comfort and acceptable as. This model was detail explain comparing with Bourdieu's (1979), describes that linguistic analysis of language activity is not enough because it will only entail the study of languages which are homogeneous. The choice of language is also determined by the linguistic market, where discourse is produced.

A successful advertisement, according to Vestegaard and Shodder (1985) is expected to accomplish five functions: (1) attracting attention; (2) commanding interest; (3) creating desire; (4) inspiring conviction; and (5) provoking action. All these five function are related each other and serve to promote the selling power of the advertised product.

In order to know the meaning, the purpose, the message, and the implication behind the advertisement of cell ads in Makassar, the structure and the language of cell ads as well as visual or non-visual are ana-

lyzed. Than the cell ads is analyzed from the language that lies in the headline, body copy, signature line, and the standing detail in the illustration

The study focuses on the analysis of language of cell ads, namely a printed cell ads of Telkomsel and Indosat which displayed introduced in Makassar. The primary data utilized in the streets or citizen houses, both are very dynamic random sampling. The study using Fairclough triangle dimension of discourse and Bourdieu triangle theory by Rusdiarty which is introducing in this paper.

2. Method

The method of collecting the data in this study was observation method as proposed by Sudaryanto (1988). The observation method was applied by observing thoroughly the printed cell ads. this method was implemented by note taking technique to collect the relevant data. The note taking technique was of use to identify and classify the data. Firstly, the data were classified in order to analyze the heading, the body text, the slogan, and the icon of server. After that, the printed message is observed one by one for gaining the language, the diction, the phrase and the sentence that intended.

The method applied in analyzing the data in this study was qualitative one proposed by Huberman (1992). This study used a text as a qualitative data source which was observed attentively. The data were classified in accordance with the theory of discourse analysis applied in this study. Then the analysis was presented through informal method, a method of presenting the analysis by using words to describe the finding. Sudaryanto (1988)

3. Findings and Discussion

The structure of the advertisement of The Cell Ads, can be describe as follows:Headline is the most important of an ads. It is very first thing read and should aroused the interest of customer. Headline usually appears in the top of an ads and printed in the bold types of different sizes. The headlines of this ads are: an embodiment of indigenous design, luxury, perfect-

ed, detailed in service, tasteful memories in ultimate comfort.

There are many different types of headings such as the news headlines, the guarantee headline, the how to headline, the benefit headline, the question headline, the testimonial headline, the command headline, the persuade headline, etc

3.1 From that detailed explanation on the headline

I than, separate the phrase and the diction that used in cell ads. This is to find out the illustration in drawings and show the product in use with the brand name that strengthens the concept of cell ads. There are of course some pictures or visual message of this ads that shows such as:As a body copy analysis of the configuration dynamic in a cell ads is made by examining two elements of discourse,



Figure 1. Example of the Cell Ads

3.2 The Namely euphemization, and censorship.

Euphemization is symbolic violence mechanism that works unobserved, not recognized, and takes place under the subconsciousness. Euphemization can be in forms of trust, obligation, loyalty, courtesy, gift, reward, compassion (Rusdiarti, 2003:38-39).

From the examples given above, it can be concluded that euphemization works on the basis of: 1) the necessity and 2) goodness. Trust, obligation, and willingness is a form of euphemization created on the basis of necessity. The mechanism works by creating a cognitive situation for the subject in a state of no choice. Euphemization in the form of good manners, merit, and compas-

sion works unnoticed to create the impression of goodness. Virtues are infiltrated to uphold or strengthen the influence and seize power. Furthermore, censorship mechanism makes symbolic violence appear as a form of preservation of all values regarded as "moral-honor" (Rusdiarti, 2003:39). Moral honor is grouped into two conflicting parts, namely needs morale and prestigious morale. Prestigious morale embodies virtues, such as modesty and chastity. In contrast, needs moral is the embodiment of bad values, as immorality and crimes.

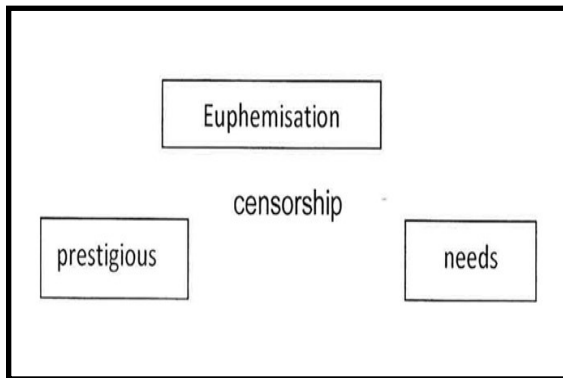


Figure 2. The Verbal configuration in Cell Ads Language

3.2 In the picture

it appears that the signature line in this configuration dynamic language mechanism works through euphemization and censorship some times its not detail in printing but just as a smoke eyes as Verbal configuration for communication channels. All the above can occur either written or unwritten. To express something, we use the word by word. But as practice, the word can not be said to be the largest grammatical unit. Because a word can not be understood without the other words, through the word is pronounced in a separate time and place. It is often called as the prior knowledge or background knowledge. Wake or series of words - these words will also establish the meaning or purpose of its own, if separated then the word can not be also understood, and it can be referred to as the meanings generated by the context or meaning of the context.

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